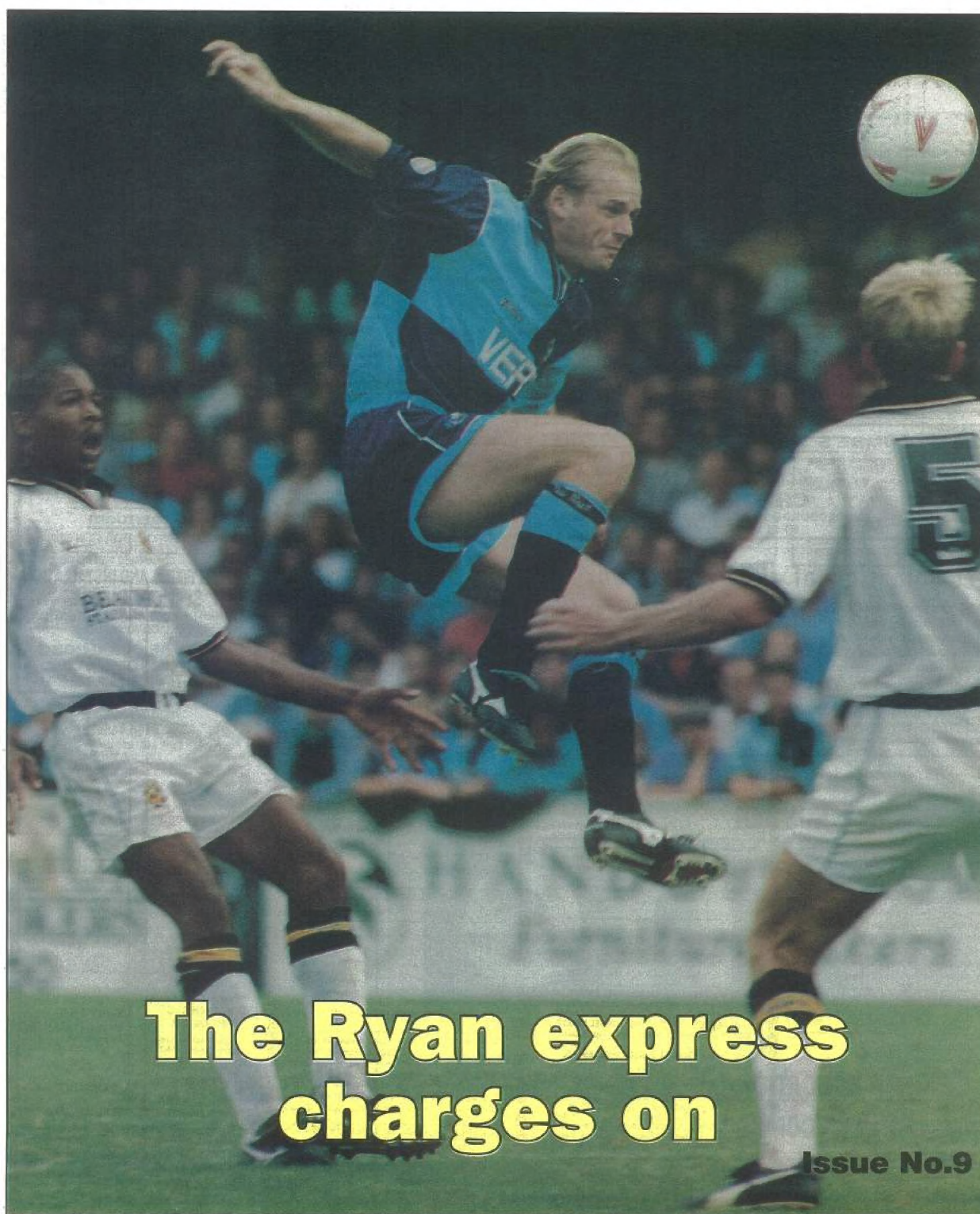


The **BLUES NEWS**

The official newspaper of Wycombe Wanderers Football Club



**The Ryan express
charges on**

Issue No.9

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THE BLUES NEWS

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Pictures for The Blues News are supplied by Brian Southam and photographers from the Bucks Free Press.

The Blues News is the official newspaper of Wycombe Wanderers. It is produced in association with the Bucks Free Press. Any correspondence should be sent to the Editor, The Blues News, Wycombe Wanderers Football Club, Hillbottom Road, Sands, High Wycombe. Telephone (0494) 472100. Fax (0494) 527633.

Survey results show we are on track

TODAY the club publishes, as promised, the supporters' survey results in full.

Many of its detailed findings prove Wycombe Wanderers are well on-track as a family club, with strong ties with the community. But, as usual with surveys, there are several surprises.

Considering Wycombe Wanderers' average league gate is 5,500-6,000, it is a tremendous credit to our supporters that 927 replied in full. Derby County, who ran a similar survey last year, with average gates of 14,000-15,000, only managed 921 replies – Well done all Blues fans!

Studying the results, it was fascinating that more than 65 per cent of our supporters are aged 26-54, when one would have expected a broader, less concentrated spread. It was good to see only 2.9 per cent of our supporters are unemployed and 50.3 per cent are season ticket holders.

What was encouraging for both the team and the marketing department was the reasons

By Wycombe Wanderers Sales and Marketing Manager Mark Austin



people gave for not turning up for matches. More than 75 per cent could not come to all matches because of work, family, or other

commitments. As none of these can be avoided, it is a credit to the club that it comes so high on our fans' priorities.

I was personally delighted that nearly 72 per cent would support a no-smoking policy. Possibly, this could now be introduced in certain areas, ensuring that any person who wished to smoke and watch football could do so with like-minded individuals. As a non smoker, I always hate it when the person next to me invades my fresh air by smoking. Better that they feel free to do so and not have to worry about polluting somebody else's lungs.

With regard to availability of tickets, 57.9 per cent wished to be able to purchase them via the credit card hotline, with nearly 80 per cent wanting to do so before the day of a match. This is something the sales and marketing department will be responding to and has already ensured that terrace tickets are on sale from Wanderers in Town for non-all ticket matches, Monday to Friday, 9am-5.30pm. While on the subject

of the attitude and service of the sales and marketing department, I would like to thank the 95.8 per cent who thought the department was good or fair. I can only assume the 4.2 per cent who thought the department was poor must have ticked the wrong box.

I was pleased for our hard-working voluntary Matchday Programme editor, Adrian Wood, and his team, that the programme provided "the best information about the club".

Our supporters chose it as their number one, with the Bucks Free Press second, the Blues News third, Ringing the Blues fourth and elevenSEVENTY fifth. Congratulations to Adrian and his staff.

My personal thanks to all the 927 people who took time to fill in the supporters' survey; everybody at the club will be studying the results closely, to see what we can learn, and how to respond to the wishes of all our supporters. Thank you all and well done!

■ Survey results in full on Page 6

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THE BLUES NEWS

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Winning is fans' best comfort

IN the long gone days of my youth, I followed Liverpool all over the country.

As terrace fans, my mates and I had to put up with poor public transport, endless queues to get in, overcrowding behind the goal, turgid tea and cold, disgusting meat pies ... and that was just for home games!

In those days, Anfield was a throwback to another era, and those of us who stood on the Kop had to endure pretty basic conditions. We often wondered if the patrons of the directors' box had any idea what it was like to watch from behind our goal.

While they enjoyed a place in the car park, premium seat and private bar, they chose to do nothing about improving conditions for the paying customer.

And yet there were very few complaints. We put up with things for one simple reason: success. Liverpool were winning matches, winning trophies and winning championships.

The money, which could have been diverted towards ground improvements, was being spent on building a great team, and Anfield was full for every game.

Times have changed dramatically since that era, of course.

The Taylor Report - and a more demanding public - have forced clubs to spend fortunes on improving spectator facilities, and this country now boasts some of the best grounds in Europe. Here at Wycombe Wanderers, we have a stadium to be proud of and we are constantly looking at ways of improving it.

Many small but significant changes have taken place at Adams Park since we moved in four years ago and they have all been carried out to make life more comfortable for you, our loyal supporters. But now we have reached the stage where a decision must be made about a big step forward.

The board have looked at several ambitious plans for a major re-development of the Woodland Terrace which would turn it into a substantial seating area with all the appropriate facilities. Naturally, this would be a very expensive exercise, and,



Still watching: Alan Parry can speak from long experience about the supporter's viewpoint

By Alan Parry

although substantial funds could be raised through various grants, the outlay by this club would still need to be very considerable indeed.

And this is where the debate begins. Those who run the playing side of the club will argue they need the cash to build a bigger and better squad. But those who manage Wanderers' business affairs will insist that providing better facilities will attract bigger crowds. Basically, the dilemma could be summed up with a simple question: would you rather have new seats or a new centre forward?

As I mentioned earlier, I know what it's like to stand on the terraces. But that was many years ago, and I now have the privilege of a comfortable seat in the directors' box. Maybe I'm out of touch with the views of supporters standing behind the goal.

When I stood on the terraces, I was happy to endure some discomfort as long as my team were winning. Have times really changed that much? Do today's fans regard good facilities as more important than success on the field? I would love to see Adams Park become a 20,000 seater stadium with hospitality boxes and executive lounges. But first I want to see Wycombe

Wanderers become firmly established as a professional club with a successful team.

That means buying the right kind of talented, experienced players and paying them the going rate. It means recruiting professional people, steeped in the game, to scout for new players, run the rule over other teams and perform the many other tasks which help to make a football club successful. And it means spending more money on our youth development programme, a vital part of the club's long-term future.

We have come a very long way in a very short period of time, and I believe this is a vital moment in the club's evolution. We could tread water and consolidate what we have already achieved - or we could continue to move onwards and upwards. To do that, we must strengthen the playing squad by dipping our feet into the transfer market. I believe that must be our number one priority.

Unlike most of my fellow directors, I am not a businessman with experience of running a successful company. But I have been around the professional football world for many years and I do have an idea of what it takes to be successful in this precarious, unpredictable sport. I have learned one very simple

lesson - nothing matters more than the result. You can have the pipedream of a state-of-the-art stadium with restaurants, bars and private boxes. You can have a slick business set-up, geared to hiring out those facilities every day of the week. You can have a commercial department ready to cash in on your success. But, unless you have a winning team, you have nothing.

I must stress this is my personal view and not one necessarily shared by all the members of the board. Some of my colleagues believe our future lies in building a bigger, better Adams Park with improved parking. Others believe we can achieve all that and still have some money left over to buy new players.

My opinion is that all available funds should go towards strengthening the team. I believe winning matches will generate the funds to improve the stadium - not the other way round.

But it's YOUR view that's most important. If you were given a choice between better facilities or better players, how would YOU vote? The idea of The Blues News is to provide a forum for supporters' opinions, so let's hear from you on this crucial issue. We'll print your views in a forthcoming edition.

Ladies' team is on the lookout

LADIES, are you aware that Wycombe Wanderers have had their own ladies' team for several years?

They play in the Southern Region Football League, now affiliated to the Football Association, but were relegated to Division Three last year.

The team has got off to a good start this year, beating opponents from higher leagues and playing in five and six-a-side competitions.

The aim for this year is promotion back to Division Two.

Players' ages range from 14 to 36, and they have a fully qualified FA coach to take training on Tuesday and Thursday evenings. Games are on Sunday afternoons.

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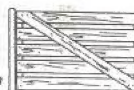
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THE BLUES NEWS

Player profile – David Titterton

PLAYER PROFILE
PERSONAL DETAILS

Full name: David Stewart John Titterton
Date of birth: September 25, 1971
Height: 5ft 11in
Weight: Too embarrassing to mention
Home: Wherever there is a bed
Car: Peugeot 309
Married: To Nikki
Children: None
Dad's job: Farmer
Brothers and sisters: One brother Paul and two sisters Sarah and Helen
Family pets: Murphy, West Highland White
Nickname at club: Pie-man, Tits, or the Gaffer calls me Fats

QUESTIONS & ANSWERS

Who do you share a room with on away trips? Steve Brown.
Does he have any annoying habits?
 Only when he forgets his computer.
What was your ambition as a child?
 To be a professional footballer.
What is your ambition now?
 To play regularly for Wanderers
Who was your boyhood hero?
 Gordon McQueen (Man United)
What has been your biggest thrill in life?
 Signing for Coventry and playing for England Schoolboys
What has been your biggest

disappointment in life?
 Getting injured after just breaking into the Coventry first team
What is your saddest moment in football?
 The Hillsborough disaster
Which present-day footballer do you admire most?
 Stuart Pearce
Who is the greatest player there has ever been?
 George Best
Who has been the greatest influence on your career?
 My Dad, who has supported every decision I made.
Who is the toughest opponent you have faced?
 Paul Hyde in the bar
Which manager has been the biggest influence on your career?
 John Sillet, who gave me a chance in football
What job would you be doing if you hadn't made it as a footballer?
 Brain surgeon
Away from football, what has been your greatest sporting achievement?
 Scoring 124 not out in an 187 partnership in cricket
What is the funniest moment you have seen on a football pitch?
 In a Coventry reserve match, our manager told the centre-half to pick up five. He did five knee to chest exercises.
What was your most embarrassing moment in football?
 Signing for Hereford
Which team did you support as a boy?
 Manchester United
What is your favourite ground?

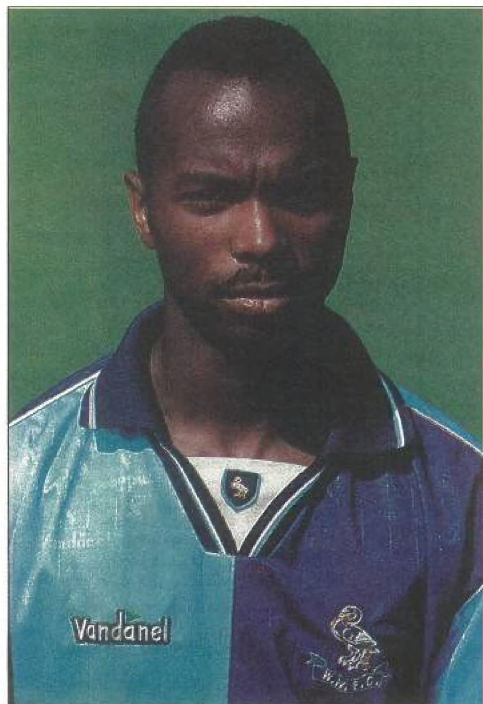
Goodison Park
What other sports and hobbies do you enjoy?
 Golf, snooker and cricket
Do you have any unusual food that improves your game?
 Anything
Away from football, who is your favourite sportsman?
 Ian Botham
What is your most prized possession?
 My England Cap
Do you play any musical instruments?
 Violin and Harp
Is there a sporting dream you would have liked to have achieved in another sport?
 Hitting the runs that would mean England winning the Ashes
What really annoys you in football?
 Referees

FAVOURITES

TV programme: Whose Line is it Anyway?
Pop star/group: Luther Vandross
Food: Roast Beef and Yorkshire Pudding
Drink: Diet Coke
Film: Escape to Victory
Film stars: Demi Moore and Anthony Hopkins
Holiday resort: Cyprus
TV stars: Roseanne
Comedian: Jasper Carrott
City: Coventry
Soap: Coronation Street and Neighbours
Soap characters: Jack Duckworth and Beth



Player profile – Tony Hemmings

PLAYER PROFILE
PERSONAL DETAILS

Full name: Anthony George Hemmings

Date of birth: September 21, 1967
School: Abbot Beyne Comprehensive
Height: 5ft 10in
Weight: 12st 9lbs
Home: Burton Upon Trent
Car: Astra "Gertie"
Married: Yes to Jacqueline who is a personal assistant

Children: The three "K's": Kieran, Kirk and Kane – no fourth as yet, but another one due this month

Brothers and sisters: One brother Chris and three sisters Hyacinth, Margaret and Diane

Family pets: We don't need pets, the kids do all the tricks in my house
Nickname at club: Emo

QUESTIONS & ANSWERS

Who do you share a room with on away trips?
 Lee Turnbull
Does he have any annoying habits?
 Forever admiring his naked

body in the mirror
What was your ambition as a child?
 To swim the channel

What is your ambition now?
 To meet Mr Bean

Who was your boyhood hero?
 Allan Clarke

What has been your biggest thrill in life?
 The birth of all my children

What is your saddest moment in football?
 The Hillsborough disaster

Who is the greatest player there has ever been?
 Peter Beardsley

Who has been the greatest influence on your career?
 Pele

Who is the toughest opponent you have faced?
 Gary Charles

Do you have any superstitions before a game?
 Yes

Which manager has been the biggest influence on your career?
 Peter Marsland and Sammy Mac

What is the oddest piece of training you have had to do?
 Any training with Frankie is odd

Which team did you support as a boy?
 Leeds United

What is your favourite ground?
 City Ground - Notts Forest

What other sports and hobbies do you enjoy?
 Badminton and Pool

Away from football, who is your favourite sportsman?
 My mate Neville Brown who is a boxer

What is your most prized possession?
 My children

Do you play any musical instruments?
 My own voice

Is there a sporting dream you would have liked to have achieved in another sport?
 Winning a Formula One race

What are you pet hates outside football?
 Smoking

FAVOURITES

TV programme: Cosby Show
Pop star/group: Keith Sweat
Food: Mommy's Rice N Peas
Drink: Any
Film: Big Trouble in Little China
Film stars: Kurt Russell and Demi Moore
Comedian: Mr Bean
Soap: Coronation Street
Soap characters: Reg Holdsworth

Compiled by Steve Hayes

THE BLUES NEWS

5

Try this fantasy line-up for size

By Alan Parry

Since Fantasy Football teams are all the rage these days, I thought I'd have a bit of fun by nominating an eleven who I think would beat any team in the world... and they've all "appeared" for Wycombe Wanderers!

I've only got three defenders in my line-up because, with a side like this, you wouldn't need to do much defending!

So here goes:

GOALKEEPER: Ray Clemence (Liverpool, Spurs and England)

DEFENCE: Tommy Smith (Liverpool and England), John McGrath (Southampton and England), Jack Charlton (Leeds and England)

MIDFIELD: Sir Stanley Matthews (Blackpool and England), Martin O'Neill (Nottingham Forest and Northern Ireland), Glenn Hoddle (Spurs and England), Trevor Brooking (West Ham and England)

ATTACK: Gary Lineker (Spurs and England), Dennis Law (Manchester United and Scotland), George Best (Manchester United and Northern Ireland)

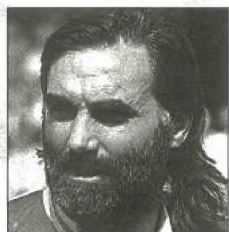
I've got a couple of substitutes just in case O'Neill's dodgy knee lets him down again. On the bench would be Frank Worthington (England - and just about every club you can think of), Duncan McKenzie (Everton) and a reserve keeper, Bob Wilson (Arsenal and Scotland).

My team would have the ideal manager, former England boss Bobby Robson, their own pre-match entertainment in Roger De Courcy and Nookie Bear, and even their own commentator John Motson.

Believe it or not, every one of that galaxy of sporting stars has performed for enthusiastic crowds at Adams Park during the past four years - without a ball being kicked. They are just some of the entertainers who've helped to pack out the Vere Suite on the nights of Wycombe Wanderers famous Sportsman's Dinners.



Midfield dream: Martin O'Neill in his playing days



Forward fantasy: Daddy of them all George Best

If you've never been to one of these functions, you've missed out on a lot of fun. Guests gather in the bars for a pre-dinner drink and the atmosphere is always lively by the time the master-of-ceremonies (yours truly) picks up the microphone to introduce the top table.

Chairman Ivor Becks and manager, Martin O'Neill are always on hand to help out with a few well-chosen words.

Top prizes are on offer in the raffle and we often have a fun quiz which gets the arguments going on every table. A superb four-course meal is served before the start of the evening's entertainment.

As you can imagine, the speakers

I've listed above have regaled us with some marvellous stories. Fascinating insights into what goes on behind the scenes in football have been laced with humorous - and often libellous - stories of all the game's great characters.

And the entertainment isn't over when our guest speaker has taken his applause.

At each function, we engage a leading after-dinner comedian to send everyone to the bar in a happy mood - and with a few new jokes to tell their friends the next morning.

The whole evening is very relaxed - lounge suits or smart jacket is the dress code - and you can spend as little or as much as you like on the night. The price of admission is £40 - and, remember, that includes a four-course dinner, entertainment, coffee and mints.

If you can get a few mates to join you on a table, the price comes down. We open the bars at 6pm. Guests take their places at the tables at 7.15pm and we leave plenty of time for a last drink before you go home.

Trevor Brooking kicked off our new season of Sportsman's Dinners and the rest of the line-up looks like this:

Monday, November 14th - Dave Bassett, "Harry" the chirpy cockney, former member of the Wimbledon Crazy Gang, now manager of Sheffield United.

Monday, January 30th - Gareth Chilcott, the not-so-gentle giant of England and British Lions rugby fame.

Monday, March 13th - Norman Hunter, old "Bites yer legs" recounts his days with Leeds and England.

Monday May 15th - John Conte, the Liverpool boxer turned showbiz celebrity.

■ If you'd like any more information about our dinners, please contact our sales and marketing manager Mark Austin at the club. Whether it be you, your friends or your company, you're guaranteed a great night out.

Cyrille boosts busy August

By Terry Evans

It was a boost for the team when he Gaffer managed to secure the services of Cyrille Regis.

I can confirm he has kept himself in excellent shape and feel confident that he will continue to produce goals.

August was a very busy month for the team. It was important to try and get off to a good start against Cambridge, especially after the pre-season games which were not too exciting with us scoring only a few goals.

I was very pleased to be fit and elected for our baptism into division two. I felt even better after knocking the ball down for Gans to score after just two minutes. Cambridge did break it us from very direction for short periods of the game, but I was satisfied we worked hard to deserve our first victory.

We knew it was going to be tough on our first away trip at Huddersfield. A 14,000 crowd in a superb stadium waited their first home game of the season. I did not feel at all upset in poiling their party and coming away with all three points. We again worked hard for our win and dug in when we needed to.

Our early exit from the League Cup was a bitter disappointment, especially after our performance's last season. But we picked ourselves up to gain our more points from our next two games without conceding a goal.

For those who were unable to make the long trip to Bradford, it is fair to say we let ourselves and our supporters down and were outplayed by a side I feel will challenge for promotion.

I recently received a letter from Alan Vickers, who watches games from the Bucks Free Press stand. He wanted to know, when we win the toss, what are the reasons behind the teams decision to choose ends and also from the kick off what is our play now Scotty and Gupps are not out wide to knock the ball to.

When we come on to the pitch, we normally warm up at the Bucks Free end. So, even if we lost the toss, this would suggest we prefer to have the end where our own supporters are massed during the second half.

It is often late on that we may need the full vocal encouragement of our own fans. But, of course, this can work against us. When a big crowd like Birmingham comes to Adams Park, they will probably make even more noise, as all away fans tend to.

We, therefore, look at each game as it comes and how the team feels on the day. The weather is also a factor to consider, but I do try not to put too much importance on this particular aspect, because the opposition may win the toss and look to change anything we have planned.

Regarding the kick off, my own personal opinion is to try and keep possession for the first few minutes. We could go full steam into them, but then run the risk of suffering from a quick counter-attack and concede an early goal.

Even though it would be wonderful to score in either the first or last few minutes of each half, it is important not to concede a goal at these times.

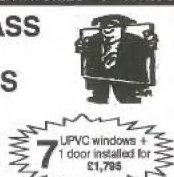
Finally, I could not finish without mentioning the last game before going to press, the visit of Brentford. When the fixture list was first announced, this was the game I and Jason looked for. I did not feel any undue pressure. To me, it was just another game, with three more points on offer. I prepared in the same way hoping I could produce a good performance. However, I could not fail to be impressed with the welcome the Brentford faithful gave me.

Scoring my first goal of the season after just eight minutes was a tremendous feeling, especially against my old club. I was, of course, very pleased with the result. I was grateful to hear the final whistle, Brentford deserved something from the game. I was moved by the Brentford supporters. Even though defeated, they still waited to chant my name as the teams left the field. I am already looking forward to our visit to Griffin Park in March.

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6

THE BLUES NEWS

As you are aware the club was keen to discover the supporters' views on a variety of issues affecting decisions and the comfort and well-being of all who attend the matches at Adams Park. The results of the supporters survey carried out in July/August 1994 are as follows. All answers are expressed as a percentage. The club was delighted to have 927 responses - thank you.

1. Are you		14. How many first team games did you see at Adams Park in season 1993/94?	
Male	82.3	Under 5	6.3
Female	17.7	6-9	5.3
2. How old are you?		10-19	15.9
Under 15	7.3	20-29	38.3
15-20	6.9	More than 30	34.2
21-25	8.2	15. At what age did you start watching Wycombe Wanderers?	
26-34	20.1	Under 5	4.4
35-44	24.9	5-10	22.5
45-54	20.3	11-16	23.3
55-64	7.7	17-24	16.4
65 or over	4.6	25 or over	33.4
3. Where do you live?		16. Have you encountered any of the following at Adams Park over the last two years?	
Within Wycombe District Council Boundaries	64.7	Hooliganism	36.3 (320)
Within the rest of Bucks	13	Foul language	52.2 (460)
Within Berks	6.2	Racial abuse	11.5 (102)
Elsewhere	6.1	17. What causes you not to come to games? (Tick no more than three)	
4. Are you?		Team play badly	3.1 (42)
Single	32.1	Not big game	2.5 (33)
Married/Partner	63.4	Poor opposition	3.5 (47)
Divorced/Separated	4.5	Chance of Hooliganism	5.4 (72)
5. Are you?		Cost	9.7 (130)
Employed	68.5	Work commitments	31.3 (419)
Unemployed	2.9	Family commitments	26.5 (355)
Self-Employed	8.9	Timing of fixture	18.0 (241)
Student	11.6	18. Would you support a non-smoking policy?	
Home Maker	2.9	Yes	71.1
Retired	5.2	No	28.2
6. If in full-time employment, how much do you earn each year?		19. What are the most important features at a modern football stadium? (Tick no more than three)	
Under £7,000	4.6	Seats with unobstructed view of the pitch	17.4 (448)
£7-£10,000	7.6	Large car park	18.6 (447)
£10-£15,000	25.4	Major road links	9.1 (219)
£15-£20,000	22.7	Hospitality facilities for supporters	11.3 (273)
£20-£30,000	23.1	Revenue from non-football related projects	2.2 (53)
Over £30,000	16.6	Use for other sports	2.2 (54)
7. How many children under 18 do you have?		Good atmosphere	24.7 (595)
0	57.1	Good team in it	14.5 (349)
1	17.4	20. When would you most likely use supporters club bar/lounge?	
2	18.3	Before a game only	22
3	4.5	Before and after	40
4	1.9	Any pub hours	16
More than 4	0.8	Never	21
8. Do you own a car?		21. For supporters comforts and facilities which of the following would you like to see? (Tick no more than three)	
Yes	79.2	Children's creche	15.6 (182)
No	20.8	Larger supporters bar	7 (81)
9. What is your accommodation situation?		Bar food	16.7 (195)
Home owner	68.7	Fast food	21.8 (254)
Renting	8.8	Video screens instead of scoreboard	38 (453)
Live with parents	22	22. How do you envisage travelling to games during the 1994-95 season?	
Share with friends	0.5	By car	76
10. Which of the following are you interested in?		By bus	6
Watching sports	16.8 (837)	By train	3
Playing sports	9.7 (483)	By foot	10
DIY	4.2 (208)	By taxi	1
Gardening	6.3 (311)	Other	1
Theatre/Arts	5.4 (266)	23. From which direction will you be travelling to the ground?	
Cinema/Video	9.2 (455)	East	41
Reading	7.2 (355)	West	22
Music	10.2 (509)	North	21
Eating out	10.2 (508)	South	13
Pubs/Clubs	8.5 (429)	24. What value would you put on parking inside Adams Park?	
Outdoor pursuits	5.8 (277)	Average answer	£1.7
Driving	6.5 (325)	25. Do you know the number of Ringin the Blues?	
11. How often do you go on holiday?		Yes	1
More than twice a year	14.9	No	2
Twice a year	32.1		
Once a year	33.9		
Once in two years	9.7		
Less than once every two years	9.4		
12. Which are you a member of?			
Season Ticket Holder	50.3		
Shareholder	3.9		
Senior/True Blues	3.9		
Blues Travel Club	3.9		
Blues Club (Vere Suite)	21.6		
Leagueline	16.4		
13. What persuades you to come to games? (Tick no more than three)			
Team play well	24		
Important game	14.1		
Good opposition	14		
Friends of family coming	4.3		
Weather	17.2		
Always come	42.4		

THE BLUES NEWS

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26. How often do you use Ringing the Blues per season?

Never	26.6
Under 5 times	28.6
6-9	14.4
10-19	19.8
20 or more	10.6

27. How many away games are you likely to go to in the 1994/95 season?

All of them	10.8
More than 15	14.2
5-14	45.4
Less than 5	24.2
None	5.4

28. If you go to away games, how do you travel?

Car	71.5
Private Coach	6.6
Train	9.8
Blues Executive Coach	12.1

29. If you go to away games by car, why do you not travel by organised transport?

No flexibility	36.8
Too expensive	33.8
Too inconvenient	29.4

30. How do you obtain ticket information?

Matchday programme	30.3
Blues News	9.4
Local press	27.8
Ringing the Blues	11.7
Phoning club	10.1
Word of mouth	10.7

31. How do you purchase your match tickets?

Over the phone	14.3
By post	7.5
In person before the day of the match at Adams Park	43
In person before the day of the match at Wanderers in Town	3.9
In person on the day of the match at Adams Park	30
In person on the day of the match from Wanderers in Town	1.3

32. How would you like to purchase your match tickets?

Creditcard Hotline	28.9
Town Centre Shop	10.7
Post	12.9
In person before matchday at Adams Park	27
In person on day of match at Adams Park	20.5

33. When do you visit Wanderers in Town?

Every home game	0.5
Occasionally on matchday	5.9
Mail order	1.0
During weekday shopping	33.4
During Saturday shopping	40.2
Never	19

34. When do you visit the Cornerflag clubshop?

Every home game	12.2
Occasionally on match days	6.9
On Sunday mornings	5.7
Never	13

35. If you are not a regular visitor to Wanderers in town, why not?

Too crowded	2.5
Too expensive	11
Not enough that I like	10.5
Don't find time	73.4
Didn't know it existed	2.6

36. If you are not a regular visit to the cornerflag clubshop, why not?

Too crowded	50.9
Too expensive	9.1
Not enough that I like	8.5
Don't find time	30.4
Didn't know it existed	1.1

37. What items have you bought from either clubshop over the last year?

Replica kit	20
Leisurewear	23.6
Videos and/or publications	27.4
Souvenirs	25.2
Nothing	3.8

38. Which of the following sources provide the best information about the club? (Tick up to three)

Matchday programme	31.3 (827)
The Blues News	16.7 (442)
Ringing the Blues	14.2 (375)
Bucks Free Press	25 (660)
Star	2 (53)
Bucks Advertiser	0.1 (3)
Bucks Examiner	0 (2)
National papers	0.4 (10)
elevenSEVENTY	6.3 (167)
BBC Radio Berkshire	1.1 (29)
Chiltern Gold Radio	0.8 (20)
MIX 96	0.2 (5)
Star FM	0 (0)
BBC TV	0.6 (17)
Carlton TV	1.2 (33)

39. Would you be interested in becoming an agent for Wycombe Wanderers lottery tickets?

Yes	4.6
No	95.4

40. Would you like to sell match day draw tickets at Adams Park on matchdays?

Yes	2.1
No	97.9

41. Would you be interested in becoming a canvasser for wycombe wanderers lottery tickets?

Yes	1.7
-----	-----

42. Please let us have your thoughts on the following

Club shops	
Quality of goods - Poor, 10; Fair, 23.3; Good, 75.7%	
Range of Goods - 1.5, 26, 72.3	
Value for money - 8.7, 68.9, 22.4	

Teabars	
Quality - Poor, 13.2; Fair, 64.7; Good, 22.1%	
Range - 25.8, 62.6, 11.6	
Price - 32.7, 56.8, 10.5	
Ease of Access - 25.1, 51.6, 23.3%	
Speed of Service - 28.9, 49.9, 21.2%	

Toilets	
Quality - Poor, 15.2; Fair, 52.2; Good, 32.6	
Cleanliness - 24.1, 45.3, 30.6	
Ease of access - 10.7, 41.7, 47.6	

Seating	
Price - Poor, 7.4; Fair, 61.6; Good, 31	
Comfort - 6.2, 60.7, 33.1	
View - 1.6, 42.1, 56.3	
Ease of access - 2.1, 36.3, 61.6	

Turnstiles	
Quantity - Poor, 32.1; Fair, 43.4; Good, 24.5%	
Accessibility - 18.7, 50.8, 30.5	
Speed - 26.4, 46.3, 27.3	

Public address	
Clarity - Poor, 24.4; Fair, 45.4; Good, 30.2	
Quality of announcer - 23.6, 45.1, 31.3	

Ground signage	
Readability - Poor, 3.1; Fair, 46.2; Good, 50.7	
Positioning - 5.0, 47.7, 47.3	
Size - 6.6, 49.7, 43.7	

43. Which of the games listed did you attend?

Preston North End, League, home	78.6
Carlisle United Play-off, home	72.3
Preston North End Play-off Final at Wembley	79
If not why not?	
Work	22.8
Sick	2.5
Cost	4.4
No ticket	8.7
Don't agree with play-offs	3.7
Holiday	29.9
Previous commitment	30

44. We would like to know what you think of the attitude and service shown by the following people or departments. If you have not dealt with one area, simply move on to the next one.

Commercial Office - Poor, 1.7; Fair, 18; Good, 80.3	
Wanderers in Town - 1.2, 21.6, 77.2	
Cornerflag Clubshop - 1.9, 30, 68.1	
Sales and Marketing Department - 4.2, 34, 61.8	
Conference Centre - 2, 39.7, 58.3	
Teabars - 11.3, 56, 32.7	
Lotteries Department - 4.5, 45, 50.5	
Switchboard - 1.4, 24.6, 74	
Centre-Spot - 3.0, 32.2, 64.8	
Hospitality areas - 1.6, 30.8, 67.6	
Junior/Senior/True Blues - 4.2, 30.7, 65.1	
Community Schemes - 3.1, 35.9, 61	
Written responses - 9.3, 33.1, 57.6	
Stewards - 11.2, 42.7, 46.1	
Gatemen - 3.3, 42.7, 54	
Police Officers - 7.2, 36.1, 56.7	

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You can become a member (you must be over 16 years of age) by paying a bankers order or cheque. Complete the application form below, return it to us here at Adams Park using the freepost address given. We will process your application and send your membership card in the post. There is no need to claim, as winning members will be paid automatically each week. Winners lists will be published in matchday programmes and also available from the Commercial Office, and in the Blues News.

SECTION ONE MUST BE COMPLETED AND SECTIONS TWO OR THREE, AS APPLICABLE

PLEASE ENROL ME AS A MEMBER. I AM OVER 16 YEARS OF AGE

PLEASE COMPLETE IN BLOCK CAPITALS

1) NAME Mr/Mrs/Miss/Ms ADDRESS

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THE BLUES NEWS

Transfer glitter is fool's gold

IN the last issue I wrote about the division created between them and us referring to the Premiership and other divisions.

I watched with interest a recent programme on Sky Sports which took the argument even further, suggesting there were two halves to the top flight, with the likes of West Ham, Leicester, Ipswich and Coventry being the lowly clubs. I need not name the top teams.

Gordon Taylor, the chairman of the PFA, has said there are too many foreign players coming into our country, taking jobs from home-grown talent. I feel he should be concerned about the amount of his talented members sitting in top clubs' reserves.

What happens in the Premiership will, in the long term, surely have an even bigger effect elsewhere. Coventry are a Premiership club, although not one of the glamour names. Phil Babb

progressed there and played in the World Cup. I am sure Coventry were possibly prepared to make him the club's top earner, just to keep him. But, what does he do? He decides to move from a secure position to an even bigger club, earn even more money, but put himself under the spotlight, with the possibility he may not quite fit in at Liverpool.

A team can only field 11 players at once, with two outfield substitutes, and it's arguable Liverpool already had two central defenders worth a total of six million pounds. So did they really need Babb?

Manchester United had trouble convincing Paul Ince to sign a new deal. United are arguably the biggest club in the world. Why then, would Ince want to delay signing?

I also wrote in the last issue about Dean Holdsworth who was very pleased to move to Wimbledon from Brentford for £750,000. He has played two seasons in the

Personal view by Steve Hayes

Premiership and was recently reported as signing a five-year contract.

After Scales moved to Liverpool, he, or possibly his agent, decided he should put in a transfer request. Why? Is he not in the first team? Is he not already earning enough money? Have Sam Hammam and Joe Kinnear not been good to him? Would Venables not pick him for the England squad?

It did put a smile on my face when I read that Ronnie Whelan - 33 this month - was not happy with the deal Liverpool were offering him. I doubt many of us could manage on a mere £5,000 a week either, but Liverpool withdrew their offer and released him.

It was a breath of fresh air when Jurgen Klinsmann said he has enough money and wanted to join a club in this

country that plays the game in the right way.

He added he would give payments for interviews to charity. If Spurs have a good season, will he be interested in a move to Newcastle to improve himself? I very much doubt it.

Have we reached the point where the best players will only want to sign for the very best clubs? Well, I can only remember two who did not - Steve Bull and Stuart Pearce. But will we ever again see a top British name refuse a move because he is satisfied where he is?

I expect many clubs look forward to the day when a player's morals and loyalty cannot be bought. I only hope the press do not say he lacks ambition!

It is suggested agents are behind these players pushing for moves. However, in my

opinion it is not only agents who stir up problems. The big clubs seem to use players in any way possible to achieve success.

I remember when Blackburn were in the First Division. Their closest rivals at the time were Swindon, with Duncan Shearer knocking in a large percentage of their goals. Blackburn bought him in the April for around £800,000 but played him only a few times before off-loading him to Aberdeen.

Did Blackburn take a business decision to prise away a player to give themselves a better chance of promotion? Ask any of the Swindon supporters if they feel this was the case and I am confident of the answer.

Shearer has possibly earned well from his moves, and Blackburn have not broken any rules. But is this a correct thing to do, and should it be allowed to happen again? I agree with the football authorities that a change in transfer rules is necessary.

Managers already have all summer to decide what players they need for the coming season. I have always thought the reason for having reserves was that, if a player became injured, a replacement would be brought in.

If a Premiership club has a player who suffers a long-term injury, they may look to clubs like Wanderers to strengthen their squad. But what happens when the injured player is fit again?

Do we get our player back, or does he then become another one of their reserves before being off-loaded elsewhere?

Martin O'Neill has to constantly face top players being taken away, sometimes even halfway through the season.

It must be very hard for managers to convince players that what may seem a plum move could turn out to be nothing more than a wasted career, sitting in the reserves of a club in a higher league, with a few more quid in their pockets.

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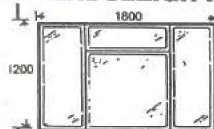
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